

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

1. Name and Address of Reporting Person* <u>WILLOUGHBY MICHAEL C</u>  (Last) (First) (Middle) C/O PFSWEB, INC 505 MILLENNIUM DRIVE  (Street) ALLEN TX 75013  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>PFSWEB INC [ PFSW ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) CEO/President
	3. Date of Earliest Transaction (Month/Day/Year) 04/14/2021	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock <sup>(1)</sup>	04/14/2021		M		75,626	A	\$0	333,990	D	
Common Stock <sup>(2)</sup>	04/14/2021		F		27,522	D	\$7	306,468	D	
Common Stock <sup>(3)</sup>	04/14/2021		M		3,783	A	\$0	310,251	D	
Common Stock <sup>(2)</sup>	04/14/2021		F		922	D	\$7	309,329	D	
Common Stock <sup>(4)</sup>	04/14/2021		M		62,998	A	\$0	372,327	D	
Common Stock <sup>(2)</sup>	04/14/2021		F		15,341	D	\$7	356,986	D	
Common Stock <sup>(5)</sup>	04/14/2021		M		7,275	A	\$0	364,261	D	
Common Stock <sup>(2)</sup>	04/14/2021		F		1,706	D	\$7	362,555	D	
Common Stock <sup>(5)</sup>	04/14/2021		M		34,611	A	\$0	397,166	D	
Common Stock <sup>(2)</sup>	04/14/2021		F		8,418	D	\$7	388,748	D	
Common Stock <sup>(5)</sup>	04/14/2021		M		19,274	A	\$0	408,022	D	
Common Stock <sup>(2)</sup>	04/14/2021		F		4,694	D	\$7	403,328	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Performance Share Award - 2020 STI	(3)	04/14/2021		M			75,626	(3)	(3)	Common Stock	75,626	\$0	0	D	
Performance Share Award - 2018 LTI	(3)	04/14/2021		M			3,783	(3)	(3)	Common Stock	3,783	\$0	0	D	
Performance Share Award - 2019 LTI	(3)	04/14/2021		M			62,998	(3)	(3)	Common Stock	62,998	\$0	62,992	D	
Restricted Stock Unit - 2018 LTI	(6)	04/14/2021		M			7,275	(6)	(6)	Common Stock	7,275	\$0	0	D	
Restricted Stock Unit - 2019 LTI	(7)	04/14/2021		M			34,611	(7)	(7)	Common Stock	34,611	\$0	34,609	D	
Restricted Stock Unit - 2020 LTI	(7)	04/14/2021		M			19,274	(7)	(7)	Common Stock	19,274	\$0	38,548	D	

Explanation of Responses:

- Issuance of Common Stock upon settlement of previously issued Performance Share Award granted under the Company's Employee Stock and Incentive Plan (the "Plan").
- Shares of common stock withheld by Issuer to satisfy tax withholding obligation.
- Settlement of Performance Share Award issued under the Plan.

4. Issuance of Common Stock upon partial settlement of previously issued Performance Share Award granted under the Plan.
5. Issuance of Common Stock upon partial settlement of previously issued Restricted Stock Unit Award granted under the Plan.
6. Settlement of Restricted Stock Unit Award issued under the Plan.
7. Partial settlement of Restricted Stock Unit Award granted under the Plan whose remaining shares are subject to future vesting based on future service conditions and other terms and conditions of the Plan and the Restricted Stock Unit Award Agreement.

**Remarks:**

/s/ Thomas J Madden by Power 04/16/2021  
of Attorney

\*\* Signature of Reporting Person      Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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